

Fla.
(General)

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LEARN MORE ABOUT Florida



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STATE DEPT.
OF
AGRICULTURE
NATHAN MAYO
Commissioner
TALLAHASSEE
FLORIDA

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DURING recent years many citizens have discovered Florida's incomparable facilities for recreation and pleasurable living, as well as the unusual business opportunities within the Peninsular State. The result, according to the last Federal census, is that Florida has attained the distinction of being the fastest growing state in the Union. However, thousands upon thousands of acres of land still await development; our natural resources have only just begun to be exploited; and there remains almost limitless room within our boundaries for further expansion. Florida boasts of 35,000,000 acres and only a population of approximately 2,000,000—a very clear picture of the living space which yet awaits a rapidly expanding immigration.

It has been truthfully said that Florida represents one of America's last great frontiers—a land where nature abounds, climate is superb the year around, and the future of a great commonwealth is still in the process of growth and becoming greater.

We invite you to come and be with us at your first opportunity and see for yourself; and whether you come for pleasure or business, to visit or to settle, I can assure you that a wholesome and friendly citizenry will join with me in welcoming you.

FULLER WARREN,
Governor.

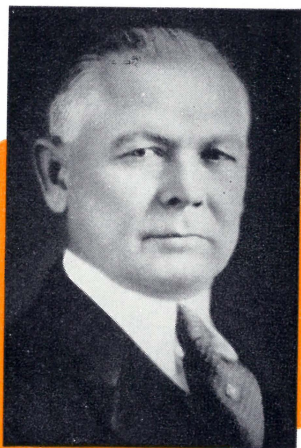
WHILE this booklet deals with all of Florida's resources generally, may I call your particular attention to the important agricultural program of our State in these few prefacing remarks.

Our marketing service for farmers is a venture without a parallel in the whole country. Our conditions are different from those of other States. Cooperative elevators in the grain belt and live-stock associations in the beef-cattle states serve a similar purpose, but elevators would have no place in Florida.

We have the greatest diversification of farm interests of any state. Most of our crops are marketed in the winter. Our small farmer with several kinds of crops was at a great disadvantage in marketing his stuff. Now the smallest farmer with the smallest amount of products can find a buyer at one of these markets. The buyer and seller have a common meeting place and the transaction is closed with no risk of receiving returns in red ink.

Trucks, railroads and boats carry this produce to markets throughout the North, including Canada. Recent annual aggregate sales through twenty-four state markets were approximately \$30,000,000.

NATHAN MAYO, Commissioner,
Department of Agriculture
and Bureau of Immigration.



Florida Has--

- ★ No state tax on lands.
- ★ No state bonded debt.
- ★ No general sales tax.
- ★ No state income tax.
- ★ No poll tax.
- ★ No tax on homesteads up to the value of \$5000—except such as incurred before the law passed.
- ★ More sunshine in winter and less in summer than any other state.
- ★ A mean annual temperature ranging from 68.8 to 72.3 degrees — average rainfall 52.4 inches.
- ★ World famous sunshine rich in health-building vitamins—one of the greatest natural resources to be found anywhere!

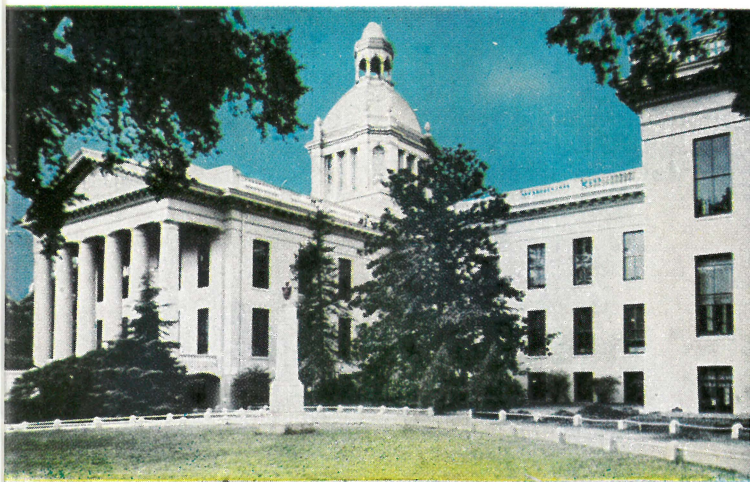
Physical Facts

Florida has more sunshine in winter and less in summer than the Northern States. In Florida the shortest day in the year is only about three hours shorter than the longest day; along the northern border of the United States there is a difference of more than seven hours. This, in part, accounts for the mildness of Florida winters and the coolness of Florida summers. The Gulf Stream brushes the southeastern shore of the State and also modifies the climate.

Florida has the oldest permanent white settlement in the United States. It is the last State of the Union to be developed.

Florida is the land of romance, legend, song and story, from "Way Down Upon the Suwannee River" to "The Over-Sea Route Along the Keys," and from Perdido's bordered valley to St. Augustine's templed shrines.

It is bathed in the passionate caresses of the southern sun, laved by the limpid waves of the embracing seas, wooed by the glorious Gulf Stream, whose waters, warmed by the tropical sun, speed northeastward to temper the climate of Europe.



An emerald kingdom by southern seas, fanned by zephyrs laden with ozone from stately pines, watered by copious libation, decked with palm and pine, flower and fern, clothed in perpetual verdure and wrapped in the gorgeous folds of the semi-tropical zone.

More than 90 per cent of the population of the United States can reach Florida within 48 hours.

The northernmost tip of Florida is farther south than the southernmost limit of California.

An automobile traveling from Pensacola to Key West, via Jacksonville, must drive 890 miles, which is 100 miles farther than the latter city is from Washington, D. C.

Florida is unexcelled by any State in geographical location, equable climate, annual rainfall, surface waters, length of coast line, beautiful beaches, superiority of sunlight and growing days.

She leads all States in the variety of soils, crops, fishes, trees, flowers, herbs and birds.

Florida contains 35,000,000 acres—four times larger than Holland and larger than Maine, Vermont, Connecticut and Rhode Island. The peninsular state has almost 2,000 miles of coast line and 30,000 lakes.

Florida lies in the same isothermal zone as the Maderia Islands, southern Spain, Sicily, Egypt, Palestine, China, northern Arabia, the Hawaiian Islands.

The mean annual temperature ranges from 68.8 to 72.3.

The average annual rainfall is 52.4 inches.

The health - giving property of Florida's vitamin-rich sunshine is world famous and is one of the richest natural resources to be found anywhere.

The visitor who spends his vacation on the coasts pictures Florida as a flat country. This is incorrect. Central Florida contains many hilly sections—the highest point, Iron Mountain, near Lake Wales (Bok Tower), is 325 feet above sea level.

Florida has the shortest river in the world. Falmouth Springs, (Suwannee County) has a discharge of 4,200,000 gallons of water per hour. The river so formed flows for 900 feet and disappears in the ground, to reappear several miles away and empty into the Suwannee River. Many Florida lakes have subterranean connections.

The St. Johns River, the largest in Florida, is said to be the only navigable river wholly within the United States that flows north its entire distance, around 250 miles, with the exception of eighteen miles from Jacksonville to the ocean. There are 40 rivers in Florida that are navigable.

Florida contains a greater variety of scenic beauty than can be found anywhere else within the same area.

The mineral and oil resources are showing great possibilities of expansion in new lines of utilization.

Florida is known as . . .

THE SUNSHINE STATE
THE LAND OF FLOWERS
THE AIR-CONDITIONED STATE
THE ORANGE STATE
THE PENINSULAR STATE

State Flower:

ORANGE BLOSSOM

State Bird:

MOCKING BIRD

State Song:

"WAY DOWN UPON THE SUWANNEE RIVER"

Ideal for Living

For many years millions of our citizens have enjoyed the natural advantages of Florida as America's premier vacation land. More recently, however, thousands upon thousands are discovering Florida as an ideal place in which to live. And this accounts for the state's rapid rate of growth according to the latest Federal census—the fastest growing state in America!

The new settler will like the friendly spirit of the people of Florida. In this fast-growing pioneer commonwealth are to be found residents who have migrated from every state in the Union; people from all walks of life—of small and large income. Once here, newcomers are not strangers for long.

The homeseeker quickly learns what an ideal place he has selected for permanent abode. The state's climate is world famous. Both in summer and winter, Florida is unsurpassed for comfort without extremes of heat or cold. Mild winter climate reduces living costs through great savings on heating of homes, winter clothing and other necessities. Health-giving sun rays, year around, contribute vitamins for stronger bodies and save medical bills. Home grown fruits and vegetables—available all the year—make possible a menu which combines variety with economy.



Land is abundant and reasonably priced. Homesteads, up to \$5,000, are exempt from taxation and there is no state income tax, general sales tax nor state tax on lands. It has been truly said "It's easy to live in Florida on any budget."

Almost every community has its organized recreation program, planned and supervised for adults as well as for youth, to supplement Nature's outdoor sports all of which can be enjoyed in any month of the year.

The state is well provided with churches in every community representing various denominations. The same is true of the rural sections. In many cases the buildings are new and of modern architecture properly equipped. There is also a fine religious spirit dominant which finds expression in liberal expenditure of funds for spiritual purposes and in a devotion that is so necessary to bring to any community those finer things of life.

Writers of poetry and prose have attempted to describe Florida, but the only way to know it in its incomparable attractiveness is to enjoy it as a place in which to live.

Education

The state's public officials are constantly alert to the need for continued improvement and growth of Florida's educational system so that the youth of the state may be properly equipped to take their place in the ranks of good future citizens. Constantly increasing appropriations for education testify to a forward looking leadership in this important field.

Florida's public school system has made rapid strides in the past few years and ranks favorably with systems elsewhere in the nation. Adequate background and educational requirements are the same for rural and city teachers. School buildings for the greater part are modern and, notwithstanding the delightful year around cli-

mate, every precaution is taken for proper heating and ventilation. Safe transportation facilities are abundantly provided for rural students.

Two great institutions of higher learning, the University of Florida at Gainesville and the Florida State University at Tallahassee, offer advanced instruction in practically all fields. In addition, many private educational institutions are located in the state, are excellently equipped and reflect great credit on their sponsors.

Following is a list of Florida universities and colleges:

WHITE

STATE—

University of Florida, Gainesville.....	Co-ed
Florida State University, Tallahassee.....	Co-ed

PRIVATE—

Rollins College, Winter Park.....	Co-ed
University of Tampa, Tampa.....	Co-ed
Ringling School of Art, Sarasota.....	Co-ed
University of Miami, Coral Gables.....	Co-ed
Webber College, Babson Park.....	Women

BAPTIST—

John B. Stetson University, DeLand.....	Co-ed
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METHODIST—

Florida Southern College, Lakeland.....	Co-ed
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CATHOLIC—

Barry College for Women, Miami.....	Women
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MUNICIPAL & COUNTY—

St. Petersburg Junior College, St. Petersburg.....	Co-ed
Palm Beach Junior College, West Palm Beach.....	Co-ed
Thomas Alva Edison Junior College, Ft. Myers.....	Co-ed
Jacksonville Junior College, Jacksonville.....	Co-ed
Orlando Junior College, Orlando.....	Co-ed

NEGRO

STATE—

Florida Agri. & Mech. College, Tallahassee.....	Co-ed
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PRIVATE—

Bethune-Cookman College, Daytona Beach.....	Co-ed
Florida Normal & Ind. College, St. Augustine.....	Co-ed
Edw. Waters Junior College, Jacksonville.....	Co-ed

Summertime Florida

In summer, as in winter, Florida is most enjoyable. A Florida summer is without extremes in heat, and sunstrokes or heat prostrations have never been known. Because of the ever-present breezes from the Atlantic and the Gulf of Mexico the sun's rays are tempered and the humidity rendered innocuous and when ordinary precautions are taken in the way of cleanliness there is an absence of mosquitoes, house flies and other insects.

Many visitors are discovering Florida in the summertime. They have learned the secret of the ever-present ocean breezes: The narrow peninsula is skirted on either side by vast bodies of ocean and Gulf waters, where the rush of the Gulf Stream and the ever-blowing trade winds create a constant gentle aerial commotion which fans the entire region, from the Atlantic during the day and from the Gulf during the night. In addition, the Florida summer has a second mitigating agency in the immense evaporation from the thousands of inland lakes. This evaporation wafted by the constant air currents, breathes a most agreeable atmosphere providing copious showers, cool nights and refreshing sleep!

"Where to stay" is never a problem in the summer. Many of the finest hotels in the world remain open the year around—and the summer rates, in many instances, are more than 50% under those of the winter season. Yet the service is the same, the food just as appetizing and all the facilities at your disposal. Figures prove that a Florida Summer Vacation costs from one-third to one-half less than a like vacation with equal accommodations elsewhere!



Recreation

More people visit Florida than any other state—a million each year. Florida offers her visitors a choice of almost anything on the calendar from a quiet camp on the bank of a stream or lake where the only sounds are the trickle of the stream, the lapping of the waves, the sighing of the breeze and the call of the birds, to the hectic night life of the larger resort cities.

Resort towns and cities vie with each other in providing entertainment for their guests. Provisions are made for outdoor sports, including golf, polo, tennis, shuffleboard, badminton, motoring, fishing, hunting, etc.

Florida's 2,000 miles of sea coast provide a variety of sun-kissed beaches without parallel. The many ocean and Gulf beaches, rivers and streams, as well as inland lakes and private and public bathing pools, furnish unlimited opportunity to enjoy both salt and fresh water bathing and water sports.

Over a hundred outstanding points of interest throughout the state, connected by scenic and modern highways, fascinate the tourist.

Sportsman's Paradise

Wild game of various types are more or less abundant in all sections of the State. In the vast forests and undeveloped sections of the State may be found deer, bears, wild turkeys, foxes, wildcats, coons, "Possums," and squirrels. In the fastnesses of the Everglades, panther and other game are still to be found, while in the more open sections and in the fields, quail and dove offer the hunter ample opportunity to display his sportsmanship. Ducks are to be found on many of the lakes and rivers, and geese are quite plentiful at points on the north Gulf Coast.

Sports fishing along the 2,000 miles of Gulf and Atlantic coast present the angler with an unlimited opportunity to display his prowess. The two most prized and largest sport fish are the sailfish and the tarpon or Silver King. Many varieties of salt water fish are obtainable in these waters.

Fresh water fish in variety are abundant in the 30,000 lakes and many miles of rivers within the States' boundaries. The large-mouth black bass is the fresh water angler's choice as a sports fish. These bass are caught weighing often from 10 to 15 pounds. In all, over 600 species of fish are to be found in and around the State.



Bird Life

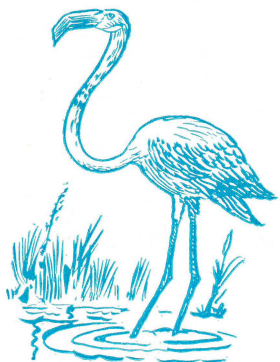
From Old Man Pelican, that homely creature, immortalized in limerick, to the tiny hummingbird, whose flight is too swift to be followed by the human eye, Florida is hostess to millions of birds.

The first bird sanctuary in the United States was established on Pelican Island, near Sebastian, Florida, March 14, 1903. Today the most beautiful sanctuary is at Bok Tower, near Lake Wales—said to be the most beautiful spot in the United States.

According to Audubon, the mocking bird, Florida's State Bird—is the most beautiful singer in all birddom. It not only imitates but composes, and has been known to change its song eighty-seven times within seven minutes — a record unequalled.

In the extreme southern part of the State the rare birds have their homes and hold their conventions. Cranes stalk majestically through the shallow waters of the Everglades darting their long necks swiftly at some tidbit that swims near.

The colorful flamingo, whose beautiful red and pink plumage resembles an immense rose from a distance, is almost extinct but can still



be found. The lacy feathers of the white egret offer a pleasant contrast to the more colorful birds. The snowy plumage of the white ibis makes the trees, from a distance, look like that beautiful bush, the snow ball. But you will have to see them to enjoy them.

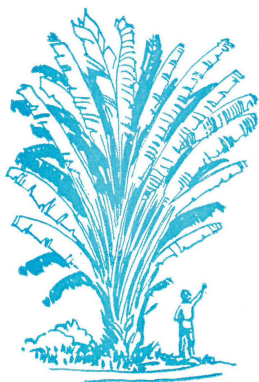
Plants and Flowers

More than 3,000 varieties is the estimate placed on the number of flowering plants grown in the Land of Flowers. Probably the full name given to this region by Ponce de Leon, when he landed near what is now St. Augustine, on April 2, 1513, was Tierra Florida—land of flowers. But he could have no conception of the vast range of floral beauty he had discovered, nor the aptness of the name given.

From the gorgeous Royal Poinciana to the Hibiscus, which blossoms without ceasing, on down to the tiniest wild flower that hides its head in the thick grasses of the Everglades, Florida offers a panorama of floral beauty that is unexcelled.

The proposed Everglades National Park, covering the extreme southern tip of Florida, holds surprises almost without number to the winter visitor. Rare air plants, that attach themselves to the stately trees, unfold their beautiful blossoms in artistic beauty.

From an address by Dr. David Fairchild delivered in 1929 before the American Forestry Association: "... nowhere in all my experience have I seen a greater number of orchids or more magnificent specimens than abound in the hammocks of southern Florida." Dr. Fairchild has introduced more than 20,000 exotic plants in Florida.



ALABAMA



SCENIC and PICTURESQUE *Florida*

FOLLOW the sunshine state's network of modern highways to every traditional and enchanted point of interest in this historic and scenic peninsula.

Yield to the lure of the playground of America, fascinating resort of pleasant winters and delightful summers. Visit its many and different beaches stretching over the longest coast line of any other state. Enjoy a sports program almost without parallel for variety. Drop your line into some of the world's greatest fishing waters.

Drive comfortably over wide, safe roads to Florida's state parks, game preserves, federal forests, natural wonders, mammoth springs, and gardens filled with rare, exotic flowers and tropical growth.

Leisurely travel the shaded, pleasant byways offering peace and rest and in imagination re-create the romantic days of the first conquistadors.

He who comes once comes again with his friends and Florida's visitors multiply from year to year.





FLORIDA

FLORIDA

JACKSONVILLE
FERNANDINA
St. Johns Bluff
Fishing
San Mateo
St. Augustine
Monte Vedra
Daytona Beach
New Smyrna
Melbourne
West Palm Beach
Miami
Hollywood
Fort Lauderdale
Boca Raton
Palm Beach
Fort Myers
Lakeland
Tampa
St. Petersburg
Clearwater
Dunedin
Orlando
Winter Park
Kissimmee
Lake Wales
Sebring
Arcadia
Venice
Bradenton
Sarasota
Punta Gorda
Fort Pierce
Naples
Cape Coral
Fort Myers
Lakeland
Tampa
St. Petersburg
Clearwater
Dunedin
Orlando
Winter Park
Kissimmee
Lake Wales
Sebring
Arcadia
Venice
Bradenton
Sarasota
Punta Gorda
Fort Pierce
Naples
Cape Coral
Fort Myers

Recreational Spots:
Stephen Foster Memorial
Ocala National Forest
Perry
Lake City
Starke
Gainesville
Bunnell
Brooksville
Tampa
Lakeland
Winter Haven
Lake Wales
Sebring
Arcadia
Venice
Bradenton
Sarasota
Punta Gorda
Fort Pierce
Naples
Cape Coral
Fort Myers
Lakeland
Tampa
St. Petersburg
Clearwater
Dunedin
Orlando
Winter Park
Kissimmee
Lake Wales
Sebring
Arcadia
Venice
Bradenton
Sarasota
Punta Gorda
Fort Pierce
Naples
Cape Coral
Fort Myers

Other Locations:
Perry
Lake City
Starke
Gainesville
Bunnell
Brooksville
Tampa
Lakeland
Winter Haven
Lake Wales
Sebring
Arcadia
Venice
Bradenton
Sarasota
Punta Gorda
Fort Pierce
Naples
Cape Coral
Fort Myers
Lakeland
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Venice
Bradenton
Sarasota
Punta Gorda
Fort Pierce
Naples
Cape Coral
Fort Myers

Agriculture

Florida is a vast agricultural empire with Citrus as King and Vegetables, Queen, and with a retinue of general agricultural crops and tropical fruits that is truly amazing. From an agricultural output of \$14,500,000 in 1914, Florida today has 2,000,000 acres in farms and groves which provide a variety of products ranging from cotton, tobacco, sugar cane, tung oil and grains to citrus, tropical fruits and vegetables, which combines to produce a farm income of \$350,000,000 a year—and this on only 6% of the land of the state! Millions of acres of farm land remain yet undeveloped.

Florida produces a greater variety of products of the soil than any other State in the Union. In the northern section are practically the same field crops that grow in the northern United States; in the southern tip of the State are a great variety of tropical fruits and nuts.

Production of citrus fruit in Florida for the past five seasons averaged 40 to 50 million boxes representing an estimated gross value of \$115,000,000. The estimated value of Florida's investment in 33,000 groves of citrus industry is \$500,000,000, and gives employment to more than 110,000 men either full or part time. A citrus grove is brought into bearing within a period of five to six years, with a life span of 30 to 50 years.

The production of non-citrus fruits exceeds 15,000 carloads, with a value of \$11,000,000; vegetable production, 69,000 cars, valued at \$90,000,000; a total production of all fruits and vegetables of 297,984 cars, with a gross value of \$215,000,000.

No State in the Union surpasses Florida in the production of winter vegetables, 60 different kinds being credited to her commercial gardens, with 75 different kinds of nuts and fruits grown

commercially. This includes a few tropical fruits, a great variety of which are produced in non-commercial quantities except for local consumption. Scores of crops can be grown in Florida that cannot be grown in other states. Most of Florida's crops are marketed while snow and sleet are visiting states to the north.

From 400,000 acres of cultivated land Florida ships an average of 21 cars of produce every hour, day and night, 24 hours, every day in the year.

Staple farm crops in north and central Florida include corn, cotton, (both long and short staple) tobacco, peanuts, sweet potatoes, molasses, pecans, tung oil, oats, rye, velvet beans, cowpeas, soybeans, and numerous other feeds and forage crops of lesser importance. The annual value of these crops is around \$70,000,000.



Sugar cane is another important crop, both for syrup and sugar, the annual value of which is over \$10,000,000. The largest sugar mill in the United States is located at Clewiston. A smaller mill and sugar refinery is operated at Fellsmere.

For the benefit of her agriculturists Florida provides 24 State-owned Farmers Markets—non-profit. Located strategically, these markets bring to the farmers approximately \$30,000,000 annually. There are five Home Industries markets. Our Farmers Markets are furnishing an outlet for selling farm products, which means has not heretofore been provided.



Livestock

Great improvement has been made in the quality and value of range and feeder cattle in Florida in the past few years. 1,000,000 acres of improved pastures valued at \$30,000,000 have been established and large areas of range lands are being fenced.

The livestock interests of this state have taken on a growth of late years that bespeak a future that is indeed encouraging to investors.

The value of livestock has increased immensely because of tick eradication, the improvement of cultivated pastures and the introduction of thoroughbred cattle both for beef and for dairies.

Florida's pasture lands support 1,500,000 cattle valued at \$75,000,000. The beef cattle industry has doubled in the last ten years and its future is indeed bright, since less than half of the state's demand is even now being met. We are breaking into this market and proving that the very best can be produced in Florida.

Recent income from livestock and livestock products for one year exceeded \$90,000,000. The annual income from the production of hogs to Florida farmers is around \$19,000,000.

The value of poultry and eggs produced amounts to around \$20,000,000 annually.

Florida dairies produce an income of from \$10,000,000 to \$12,000,000 per year. Many of these dairies have some of the finest dairy cattle and equipment to be found anywhere in the country.

Forests

Florida with 328 species leads all Southern States in variety of native trees. Texas is second with 198; North Carolina third with 166.

Vast forests of pine, oak, cypress and other trees, both hard and soft woods, dot the entire State, affording retreats for game and rare birds and restful contemplation for the visitor.

Florida's forests occupy 22,000,000 acres and yield an annual production of lumber, pulpwood and naval stores valued at \$150,000,000.



Ninety per cent of the world's supply of naval stores (turpentine and rosin) is produced in the U. S. Approximately one-fourth of this is produced in Florida.

Lumber of various kinds is produced in millions of board feet.

The state's rapid growing slash pine has already attracted and caused the establishment of a large paper and pulp industry.

There are eight woodpulp mills operating in the State; two at Fernandina, two at Cantonment, one each at Jacksonville, Palatka, Port St. Joe and Panama City.

The Tung tree, imported from China, is producing oil in commercial quantities, used in paints, varnishes, lacquers and waterproofing. The annual value of this tung crop approximates \$2,000,000.

Income from Sapanish moss amounts to \$1,000,000 per year.

The Florida Forest and Park Service is doing a good job in preventing fires and in reforestation. Many foreign trees have been introduced and thrive. Of the 500 species of palms, some are native to Florida. The Royal palm is said to be the most beautiful tree in the world. Mahogany, the Banyan, the Sausage tree, the Breadfruit tree and many others are grown in the southern part of Florida. The rare Torreya tree is found in Torreya State Park in Liberty County.

There are two noted trees in Florida: The Big Oak, Jacksonville with a 200-foot spread of branches, and the Big Cypress, Longwood, estimated to be 3,000 years old.

Industry

The output of manufactured products in numerous Florida factories reaches an annual valuation of approximately \$800,000,000. (In 1906 it was \$25,000,000). This industrial activity extends over a wide range from ships and paper to cigars, foods, and novelties. It has been stated that Florida is today potentially the richest and foremost industrial laboratory and proving ground for progressive organizations seeking to develop new products to better serve mankind.

Shipbuilding has been given new impetus. Novelties of all kinds, in a wide range from fishing tackle to clothing, give employment to many.

Commercial fishing, including shrimp, oysters, turtles, crayfish and the sponge industry, brings



a gross return of about \$40,000,000 annually and provides employment for 75,000 persons.

The recent discovery of oil within the State has attracted most of the major companies who are now conducting extensive exploration operations with a considerable degree of confidence in the future prospects for commercial oil in Florida.

Florida's import trade has grown from \$19,000,000 in 1939 to \$75,000,000. Exports in 1939 were \$32,000,000 compared with the present \$175,000,000. Leading imports are bananas, coffee, cigar leaf filler, sugar cane and sugar candy. The leading exports are machinery and vehicles, bituminous coal, textile fibers and manufactures, chemicals and related products and vegetable food products and beverages. Air imports are valued annually at \$20,000,000 and air exports, \$56,000,000.

To the industrialist of today and tomorrow, Florida offers a sound and efficiently operated state without bonded indebtedness. Climatic and geographical advantages bid strong support for future industrial expansion. Water transportation from excellent Atlantic and Gulf ports convenient to established trade routes, rail service within 48 hours of 38 states, and complete air transportation to all the nation as well as South America makes Florida a logical location for new industries. Never-failing sunshine creates an average mean temperature of 70 degrees—ideal for workers in industry. Finally, there are thousands upon thousands of undeveloped acres of land and a variety of natural resources almost as yet untapped.

Recent examples of industrial progress in Florida are the large establishments of pulp mills for the manufacture of kraft paper and containers; and the development of thousands of acres of sugar cane furnishing two mills in the Everglades region.

Florida is also an important non-metallic mineral producing region. Approximately 65% of the phosphate mined in the United States is shipped from this state. Lime and limestone, clay, fuller's earth, Kaolin, peat, rutile, ilmenite, zircon, and diatomite are also mined in quantities. The total valuation of the state's mineral resources annual output is over \$30,000,000. Recent discovery of the suitability of Southern pine for pulpwood which sustains the paper industries has already resulted in a capital investment of \$40,000,000 within the state. Reforestation with fast-growing pines is a factor in the future development of this great industry. Even the romantic Spanish moss which beards oaks and pines with gray adornment is utilized for the making of vegetable hair for cushions, upholstery, and other purposes.

Florida can supply materials for manufacturing glassware, china, insulating materials, fertilizers, cotton goods, tile, filters, paper, roofing, cement, furniture, buttons, leather, awnings, tents, and stock feeders. Some of these industries are already well developed. Others await the investment of capital. This list does not, however, by any means exhaust the possibilities exemplified by industries already firmly established. Manufacture of cigars from imported and state tobaccos is extremely important.



Points of Interest

Florida's modern highway system with its wide, smooth and safe roads, devoid of difficult driving obstructions, provides one of the major recreations in the form of magic trails which carry the traveler safely, comfortably and speedily to every section of this enchanted, historic and interesting peninsular state.

Many find their greatest relaxation and recreation behind their steering wheels visiting these historic and scenic spots, or picnicking in picturesque places where primeval settings of ancient oaks and towering pines, or sub-tropical vegetation and palms set a fascinating stage on which the imagination recreates dramas of olden days, or where nature's beauty and splendor carries one away. Pleasant byways, too, offer an interlude of peace and quiet far from the rushing throngs of the din and clamor of 20th century civilization. Following is a listing of many worthwhile points of interest.

STATE PARKS

Florida Caverns State Park.....Marianna
Myakka River State Park.....near Sarasota
Highlands Hammock State Park.....near Sebring
O'Leno Recreation Area.....near High Springs
Hillsborough River State Park.....near Tampa
Gold Head Branch State Park.....Keystone Heights
Fort Clinch State Park.....near Fernandina
Torreya State Park.....on Apalachicola River near Bristol

NATIONAL PARKS

Everglades National Park.

STATE FORESTS

Myakka (near Sarasota).....Manatee and Sarasota Counties
Pine Log (near Panama City).....Bay and Washington Counties
Cary (near Baldwin).....Nassau and Duval Counties
Blackwater River (near Milton).....Okaloosa and Santa Rosa Counties

STATE MONUMENTS

Natural Bridge (near Tallahassee)	Leon County
Constitution	Port St. Joe
Olustee	Olustee
Dade Massacre (near Bushnell)	Sumter County

GARDENS

Dupree Gardens	North of Tampa
Oriental Gardens	Jacksonville
Ravine Gardens	Palatka
Japanese Gardens	Belleair
Venetian Gardens	Leesburg
Mead Botanical Garden	Orlando
Cypress Gardens	Winter Haven
McKee Jungle Gardens	Vero Beach
Eagles Nest Gardens	Clearwater
Gerbing's Azalea and Camellia Gardens	Fernandina
Rainbow Tropical Gardens	Lake Worth
Fairchild Tropical Gardens	Miami
Miami Zoological Gardens	Miami
Cactus Gardens	Avon Park
Killearn Gardens	Tallahassee
Turner's Sunken Gardens	St. Petersburg
Sarasota Jungle Gardens	Sarasota
Everglades Reptile Gardens	near Fort Myers
Spanish Mission Sugar Mill and Gardens	Port Orange

FAMOUS SPRINGS

Silver Springs	Ocala
Rainbow Springs	Dunnellon
Wakulla	near Tallahassee
Weekiwachee	Brooksville
Green Cove Springs	Green Cove Springs
Sanlando Springs	near Orlando
DeLeon Springs	DeLand
Sulphur Springs	Tampa
Salt Springs (near Ocala)	Marion County
Juniper Springs (near Ocala)	Marion County
Blue Springs	Marianna

NATIONAL MONUMENTS

Castillo de San Marcos	St. Augustine
Fort Matanzas	near St. Augustine
Fort Jefferson	Garden Key, Dry Tortugas

NATIONAL FORESTS

Choctawhatchee	between DeFuniak Springs and Pensacola
Ocala	between Ocala and Daytona Beach
Osceola	in Columbia and Baker Counties
Apalachicola	from Tallahassee to the Apalachicola River

OTHER POINTS OF INTEREST

Ribault Monument.....	near Mayport
Fountain of Youth.....	St. Augustine
Oldest Wooden Schoolhouse.....	St. Augustine
Oldest Orange Grove.....	St. Augustine
Villa Zorayda.....	St. Augustine
Oldest House in U. S.....	St. Augustine
Alligator and Ostrich Farm.....	St. Augustine
Florida's largest live oak.....	Mandarin
Home of Harriet Beecher Stowe.....	Mandarin
Marine Studios, Oceanarium.....	south of St. Augustine
Lost Mission and Olde English Sugar Mill.....	Daytona Beach
Parke Marine Museum.....	Palm Beach
Seminole Indian Reservation.....	near Ft. Lauderdale
Lion Farm.....	near Ft. Lauderdale
Tropical Monkey Jungle.....	near Goulds
Parrot Jungle.....	near Miami
Lost Lake and Caverns.....	near Miami
Musa Isle Seminole Village.....	Miami
"Nikko" Sightseeing Boats.....	Miami Beach
Overseas Highway.....	enroute to Key West
Southernmost U. S. Home.....	Key West
U. S. Naval Station.....	Key West
Ringling Art Museum.....	Sarasota
Circus Winter Quarters.....	Sarasota
Sarasota Lido.....	Sarasota
Old Braden Castle.....	Manatee
Historic Gamble Mansion.....	Palmetto
Historic DeSoto Oak.....	Tampa
Cigar Factories.....	Tampa
Latin Quarter, Ybor City.....	Tampa
Beautiful Recreation Pier.....	St. Petersburg
Nature's Fishbowl.....	Homosassa Springs
Florida Wild Animal and Reptile Ranch.....	St. Petersburg
Sponge Fleets and Market.....	Tarpon Springs
Peacock Farm.....	Seville
Sugar Factory.....	Clewiston
Mountain Lake Sanctuary, Bok Tower.....	Lake Wales
Hindu Temple.....	Lakeland
Rock Springs.....	near Orlando
World's largest cypress.....	near Sanford
Chinsegut Hill Sanctuary.....	near Brooksville
Lewis Turpentine Still-Plantation.....	Brooksville
John Gorrie Monument.....	Apalachicola
Dead Lakes.....	near Port St. Joe
Florida Geological Survey.....	Tallahassee
Naval Air Station.....	Pensacola
Old Fort San Carlos.....	Pensacola
Rare Bird Farm.....	Kendall
Orchid Jungle.....	near Naranja
Rana Park.....	Longwood
Stowe Lodge.....	Mandarin
Ross Allen's Reptile Institute.....	Silver Springs

Florida Has--

7,500 miles of railroads—almost 8,000 miles of paved roads . . .

A climate that is the envy of the world . . .

An almost fantastic number of fine hotels, apartment houses, tourist homes and camps . . .

The world's largest springs—Silver Springs at Ocala and Wakulla Springs near Tallahassee . . .

The only Oceanarium in the world, at Marineland, 18 miles south of St. Augustine . . .

The second largest body of fresh water entirely within the United States, Lake Okeechobee, 717 square miles . . .

The world's largest sponge market, at Tarpon Springs . . .

The world's largest winter strawberry market, at Plant City . . .

The largest celery development in the United States, at Sanford . . .

The world's largest clear Havana cigar manufacturing, at Tampa . . .

The world's largest citrus development, at Howey-in-the-Hills . . .

The largest phosphate mining industry in the United States, producing 65 % . . .

67 counties—in 1821 there were two . . .

Jefferson County which sells more watermelon seed for commercial purposes than any other county in the United States . . .

Kaolin used in manufacture of fine chinaware, spark plugs, etc., which is the standard of the world. Fuller's earth and clays of various kinds and uses, including potters' clay and clays used in clarifying oils; also lime rock, both hard and soft, used in road building, cements and building blocks . . .

As its largest city in the State, Jacksonville with a population of 235,000, Miami second with 219,000, and Tampa third with 135,000. Jacksonville is the leading industrial city with 871 manufacturing and repair enterprises. Miami leads in tourists. Tampa is the cigar city.

Between the 1930 and 1940 censuses, made the greatest gain of permanent residents of any state in the Union—28.6 per cent; second to Florida comes North Carolina with a percentage increase of 12.4.

Did You Know?

Florida has a population of approximately 2,500,000. (528,000 in 1900.) During the winter season, the state entertains a million visitors.

Florida has 35,000,000 acres—2,000,000 under cultivation, 22,000,000 in timber, 3,000,000 of water and 3,000,000 of prairie. Millions of acres of good soil await development.

If all indentations and shores of all the islands belonging to Florida were put in a straight line, it would extend half way around the globe at the equator.

Florida has an inland waterway extending the full length of the eastern coast line . . .

Florida's annual catch of mullet is 60,000,000 pounds and of shrimp 5,000,000 pounds. The total poundage yielded by Florida waters is approximately 150,000,000 in food fish alone. About 75,000 people get their living from fishing.

Florida reaps annually \$1,000,000 to \$2,000,000 from sponge fishing.

Florida's mineral resources are valued at \$30,000,000 in annual output.

Florida has no equal in the production of phosphate, Fuller's earth, naval stores, winter-grown truck crops, grapefruit, celery, sponges, and cigars.

Florida has 17,000 public school teachers and \$100,000,000 invested in school property.

Florida's power plants generate 3,752,701,000 kilowatt hours.

Florida's bank resources total \$2,000,000,000.

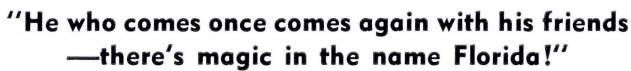
Florida's gasoline consumption is 600,000,000 gallons a year.

1,000,000 passengers from 24 Florida airports travel 475,000,000 miles a year.

Florida's annual railroad tonnage is 50,000,000.

Florida's 13 ports handle shipments each year valued at \$275,000,000, to and from every quarter of the globe.

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IDEAL FOR LIVING . . .
RICH IN NATURAL
RESOURCES AND IN
INDUSTRIAL OPPORTUNITY

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